

- generating the recommendation for presenting the second content at a moment that depends on a progress of an evolution of at least the first or the second content.

2. The method of claim 1, wherein the recommendation further depends on data representative of at least one of:

- a user profile;
- an explicit user request; and
- a recent history of consumed content.

3. The method of claim 1, wherein the second content information in the recommendation comprises multiple content items and wherein the items are offered to the user in order of relevance.

4. The method of claim 1, wherein the progress is determined by at least one of:

- meta-data of at least the first or the second content; and
- from screening of at least the first or the second content.

5. The method of claim 1, comprising enabling the user, upon presentation of the recommendation, to :

- request additional information on the second content;
- consume the second content upon availability;
- initiate a recording of the second content; or
- request another recommendation.

6. The method of claim 1, wherein the moment is chosen from at least one of the following:

- in between two segments of the first content;

- at or around the end of the first content;
  - a substantially short time before the second content is to become available; and
  - at or around a time of a trigger that is derived from the second content.
7. The method of claim 1, wherein the presenting comprises rendering the recommendation or a notification thereof using a portable wireless device.
8. The method of claim 1, the method further comprising:
- generating an audible tune that is substantially representative of the second content.
9. The method of claim 8, further comprising:
- enabling the user to accept the recommendation and to consume the second content.
10. A consumer system that enables to make a recommendation for a second electronic content to a user, while the user is consuming a first electronic content, wherein the system comprises means for providing the recommendation for the second content at a moment that depends on a progress of evolution of at least the first or the second content.
11. The system of claim 10, further comprising a first part for preparing the recommendation, wherein the first part comprises means for processing data representative of at least one of:
- a user profile;
  - an explicit user request; and
  - a recent history of consuming content.
12. The system of claim 10, further comprising a second part for determining the progress that comprises at least one of:
- means for screening content; and
  - means for processing meta-data representative of content.

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13. The system of claim 10, further comprising a third part that enables the user, upon presentation of the recommendation, to:

- request additional information on the second content;
- consume the second content upon availability;
- initiate a recording of the second content; or
- request another recommendation.

14. The system of claim 10, further comprising a portable wireless device that can render the recommendation or notification thereof.

15. The system of claim 10, further comprising a fourth part for rendering the recommendation or a notification thereof that comprises at least one of:

- a display comprising a picture in picture window capability;
- a display comprising a ticker tape capability;
- a generator for generating a graphical representation under control of the recommendation.

16. A recommendation for a second electronic content to a user, for being presented to the user while the user is consuming a first electronic content, and at a moment that depends on a progress of an evolution of at least the first or the second content.

17. An EPG comprising means for generating a recommendation for a second electronic content to a user, while the user is consuming a first electronic content, wherein the recommendation is presented to the user at a moment that depends on a progress of an evolution of at least the first or the second content.

18. A software application for controlling to make a recommendation for a second electronic content to a user, while the user is consuming a first electronic content, wherein the software comprises a first module for providing the recommendation for the second content at a moment that depends on a progress of evolution of at least the first or the second content.

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19. A data service for generating a recommendation customized per subscriber for a second electronic content, the recommendation being rendered at the subscriber while the subscriber is consuming a first electronic content and at a moment that depends on a progress of evolution of at least the first or the second content.
20. The service of claim 19, using the Internet for supply of the recommendation.

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